

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	TODAY SHW2	9A-10A	:30	10/12-10/12	1	\$240.00	1
Rating: 1.4								
2	M-TH	TODAY SHW2	9A-10A	:30	10/15-10/18	4	\$240.00	4
Rating: 1.4								
Buyline Comment: 1/DAY								
6	F	KSL 5 NWS-NOON<	12P-1P	:30	10/12-10/12	1	\$225.00	1
Rating: 1.8								
7	M-TH	KSL 5 NWS-NOON<	12P-1P	:30	10/15-10/18	4	\$225.00	4
Rating: 1.8								
Buyline Comment: 1/DAY								
11	F	KATIE COURIC	4P-5P	:30	10/12-10/12	1	\$300.00	1
Rating: 1.1								
12	TU-W	KATIE COURIC	4P-5P	:30	10/16-10/17	2	\$300.00	2
Rating: 1.1								
Buyline Comment: 1/DAY								
15	M-TH	KSL 5 NW TDY 1	5A-6A	:30	10/15-10/18	4	\$75.00	4
Rating: 0.7								
Buyline Comment: 1/DAY								
16	F	KSL 5 NW TDY 1	5A-6A	:30	10/12-10/12	1	\$75.00	1
Rating: 0.7								

Rep Order# 7902798	Ver# 1	Status New	Traffic Order#	Printed: 09/11/2012 3:51 PM	2 of 3			
EC'd Yes				Last Received: 09/11/2012 3:47 PM				
				Showing Buylines: All Lines				
Station KSL-TV SALT LAKE CITY	Agency () NATIONAL MEDIA RESEARCH PLANNING	Rep Firm						
Advertiser () NRCC-NATL REPUB CONG	815 SLATERS LANE	Sales Office () WASHINGTON						
Product NRCC IE 2012	ALEXANDRIA, VA 22314	Salesperson () JAMIE ANDRUS						
Estimate# 3159	Agency C/P1/P2/E 155/426/3159							
Buyer KRISTY KOVATCH	Flight Dates 10/12/2012 - 10/18/2012	Salesperson Phone# 202-872-1155						
Phone#	Hiatus Weeks	Salesperson FAX#						
Fax#								
Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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19	F	KSL 5 NW TDY 2	6A-7A	:30	10/12-10/12	1	\$425.00	1
Rating: 2.1								
20	M-TH	KSL 5 NW TDY 2	6A-7A	:30	10/15-10/18	4	\$425.00	4
Rating: 2.1								
		Buyline Comment: 1/DAY						
24	F	TODAY SHW	7A-8A	:30	10/12-10/12	1	\$950.00	1
Rating: 2.8								
25	M-TH	TODAY SHW	7A-8A	:30	10/15-10/18	4	\$950.00	4
Rating: 2.8								
		Buyline Comment: 1/DAY						
29	SU	SUN TODAY-NBC	7A-8A	:30	10/14-10/14	1	\$185.00	1
Rating: 1.0								
30	SU	MEET PRESS-SUN	8A-9A	:30	10/14-10/14	1	\$300.00	1
Rating: 1.9								
31	TU	TONITE SHW	1035P-1137P	:30	10/16-10/16	1	\$800.00	1
Rating: 3.2								
32	SA	SPORTS BEAT SA<	1035P-1105P	:30	10/13-10/13	1	\$500.00	1
Rating: 2.3								
33	F	KSL 5 NWS-10<	10P-1035P	:30	10/12-10/12	1	\$2,500.00	1
Rating: 6.0								
34	W	KSL 5 NWS-10<	10P-1035P	:30	10/17-10/17	1	\$2,500.00	1
Rating: 6.0								
35	SA	KSL 5 NWS-10	10P-1035P	:30	10/13-10/13	1	\$1,800.00	1
Rating: 5.0								

Station KSL-TV SALT LAKE CITY Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
 Advertiser () NRCC-NAIIL REPUB CONG 815 SLATERS LANE Sales Office () WASHINGTON
 Product NRCC IE 2012 ALEXANDRIA, VA 22314 Salesperson () JAMIE ANDRUS
 Estimate# 3159 Agency C/P1/P2/E 155/426/3159 Salesperson Phone# 202-872-1155
 Buyer KRISTY KOVATCH Flight Dates 10/12/2012 - 10/18/2012 Salesperson FAX#
 Phone# Hiatus Weeks
 Fax#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
36	F	GAME DAY LIVE	630P-7P	:30	10/12-10/12	1	\$400.00	1
Rating: 1.7								
37	F	DATELINE FR-NBC	9P-10P	:30	10/12-10/12	1	\$1,400.00	1
Rating: 4.6								
38	SU	SNF	615P-930P	:30	10/14-10/14	1	\$4,500.00	1
Rating: 6.4								

---REPORT TOTALS---
 Report Totals: 38 / \$25,360.00

---SALES MONTHLY TOTALS---
 Oct 12: 38 / \$25,360.00
 Sales Totals: 38 / \$25,360.00
 Station Totals: 38 / \$25,360.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
 Market Totals \$31,700
 CABL 0% KJZZ 0% KSL 80% KSTU 0% KTVX 0%
 KUCW 0% KUTV 0% NSL 0% UNKN 20%

Books null
 Demos RA35+